

List of DVDs available with American Information Resource Center, Mumbai

Adam Smith: The Wealth of Nations, 2004. (19 mins) DVD 330.153 SMI

In 1776, Adam Smith published *The Wealth of Nations*, a treatise that would forever change our understanding of how work, value, and money are interrelated. This program details Smith's life and traces the impact of his work as Europe began the arduous transition from mercantilism to the *laissez-faire* philosophy of the Physiocrats. After Smith, labor was seen as the source of a country's wealth, not its stores of gold or silver. Ironically, *The Wealth of Nations* would both inspire Karl Marx's socialist ideas and facilitate the rise of liberalism, upon which the capitalist economies of subsequent centuries would be built. Quotes from *The Wealth of Nations* are woven into the narrative, including the famous passage describing how an "invisible hand" guides individuals towards the common good.

American photography: A Century of Images [2004], c1999. (160 mins.) DVD 770 AME

American Photography: A Century of Images is the story of the pictures we have taken and where they have taken us. Dramatic and intimate stories trace photography's role as a recorder of public events, family historian, vehicle for artistic expression, and tool for influencing public opinion. Whether it be the evocative art photography of an Edward Weston, a first fragile image of the Earth taken from space, glamorous photographs of the latest fashions, a Dorothea Lange look at a bread line during the Great Depression, or a powerful war image by Robert Capa, the program captures the images of a century of change in this country and the role the camera has played both in creating and documenting it. Dramatic and intimate stories trace photography's role as a recorder of public events, family historian, vehicle for artistic expression, and tool for influencing public opinion.

American President: A Matter of Destiny – Episode 1: Family Ties, Episode 2: Happenstance, 2000. DVD 973.099 AME

Ten one-hour documentaries packed in 5-DVDs that focus on different aspects of character and governing style of the men who have served as president of the United States.

Episode 1: Family Ties – J. Q Adams, B. Harrison, F. Roosevelt, Kennedy

The last thing that the Founding Fathers envisioned was a hereditary chief executive. After all, they had fought a war in part to rid themselves of a king. Yet, power inevitably passes from generation to generation, and several families have returned to the White House as though born to it. The stories of the four men profiled in this hour reveal both the blessings and the curses of inherited power.

Episode 2: Happenstance – Tyler, Fillmore, A. Johnson, Arthur, Truman

Nearly one in five American presidents has died in office. The vice presidents has died in office. The vice presidents who succeeded them were often chosen for the ticket less because they were equal to the most powerful office in the land than because they provided some electoral advantage. What happens when such a man takes office – frequently facing widespread conviction that he is unworthy of the powers he inherits?

American President: Politics and the Presidency – Episode 3: An Independent Cast of Mind, Episode 4: The Professional Politician, 2000. DVD 973.099 AME

Ten one-hour documentaries packed in 5-DVDs that focus on different aspects of character and governing style of the men who have served as president of the United States.

Episode 3: An Independent Cast of Mind

J. Adams, Taylor, Hayes, Carter

Is an independent cast of mind the best approach to the president? The four men profiled in this hour pursued a course that took little account of political affiliation, becoming presidents, in essence, without being politicians. Taking together, they present a cautionary tale: all had difficult presidencies, and neither of the two who sought a second term was granted one.

Episode 4: The Professional Politician

Van Buren, Buchanan, Lincoln, L. Johnson

In our nation's early years, taking part in political affairs was considered a duty and an honor, but not a way of life. It was not long, however, before the professional politicians, and the parties they represented, began to find their way to the White House. While the skills necessary for political success can be helpful to a president, they are not sufficient to guarantee success in the office.

American President: Executive Vision – Episode 5: The American Way, Episode 6: The World Stage, 2000. DVD 973.099 AME

Ten one-hour documentaries packed in 5-DVDs that focus on different aspects of character and governing style of the men who have served as president of the United States.

Episode 5: The American Way – Jefferson, Coolidge, Hoover, Reagan

It is often observed that American national identity is less a condition than an idea. What we have come to refer to as “the vision thing” is an expectation that our presidents will bring to the office a particular strong sense of national mission. The four chronicled here may have understood the special character of America in different ways, in all cases a belief that there was a distinctly American way of doing things guided their decisions.

Episode 6: The World Stage – Monroe, McKinley, Wilson, Bush

The president has no greater responsibility than representing the nation on the world stage. These four men engaged in this task at critical times in our national history and their achievements in the world stage stand as their most durable legacy.

American President: The Candidate – Episode 7: The Heroic Posture, Episode 8: Compromise Choices, 2000. DVD 973.099 AME

Ten one-hour documentaries packed in 5-DVDs that focus on different aspects of character and governing style of the men who have served as president of the United States.

Episode 7: The Heroic Posture – Washington, W. H. Harrison, Grant, Eisenhower

From the beginning, the presidential office has beckoned to national heroes renowned for their selfless service to their country. This affinity is especially strong for men of military fame, the president is formally the commander-in chief as well as symbolically the steward of the national interest.

Episode 8: Compromise Choices – Pierce, Garfield, Harding Ford.

With the rise of political parties came the dawn of political compromise: nominees who were selected not necessarily because they were the best or most obvious candidates for the presidency, but because they were less offensive to some voters than those who might have been the most apparent choices. Their primary qualification for the office often seemed not to be their positive qualities but their relative lack of negative ones. Two of these men found the presidency beyond their powers, while two proved themselves worthy of having been called to the highest office in the land.

American President: An Office and its Powers – Episode 9: Expanding Power, Episode 10: The Balance of Power, 2000. DVD 973.099 AME

Ten one-hour documentaries packed in 5-DVDs that focus on different aspects of character and governing style of the men who have served as president of the United States.

Episode 9: Expanding Power – Jackson, Cleveland, T. Roosevelt, Nixon

Though the powers of the presidency have expanded with the growth of the nation, the process has been anything but smooth. The prerogatives of the presidency are uncertain and their assertion is invariably contested. These four presidencies are benchmarks in the development of executive power. We see here the emergence in practice of our modern conception of the executive office, and we take the measure of the men who fought to sustain it.

Episode 10: The Balance of Power – Madison, Polk, Taft, Clinton

This final episode examines presidential leadership in an era of an increasingly divided government. The American presidency was conceived as one part of a larger system of institutions, and its effectiveness rests in part upon a good measure of cooperation among the branches. As our constitutional system has developed, however, this cooperation has broken down at crucial junctures. The presidents arrayed in this episode suggest four different conceptions of governance within a constitutionally structured balancing act.

America's National Parks Collection – Vol. 1. America's National Parks: A Video Tour of All 55 National Parks, 2002. (120 mins) DVD 917.304 AME

Visit all 55 American National Parks and see why each is treasured as an irreplaceable part of our national legacy. From Alaska and Hawaii to Florida and Maine, this unique collection celebrates the protected wilderness areas and the amazing recreational opportunities offered by our national parks. No two vistas are alike in this stunning program, but every park has one thing in common. Each of them is a living symbol of the untamed American spirit.

Disc 1 - American Samoa; Arches; Biscayne; Bryce Canyon; Canyonlands; Carlsbad Caverns; Crater Lake; Denali; Everglades; Glacier; Glacier Bay; Grand Canyon; Grand Tetons; Great Basin; Great Smoky Mountains; Haleakala; Hawaii Volcanoes; Lake Clark; Mount Rainier; North Cascades; Olympic; Redwood; Rocky Mountains; Saguaro; Virgin Islands; Yellowstone; Yosemite; Zion Canyon.

America's National Parks Collection – Vol. 2. America's National Parks: A Video Tour of All 55 National Parks, 2002. (120 mins) DVD 917.304 AME

Visit all 55 American National Parks and see why each is treasured as an irreplaceable part of our national legacy. From Alaska and Hawaii to Florida and Maine, this unique collection celebrates the protected wilderness areas and the amazing recreational opportunities offered by our national parks. No two vistas are alike in this stunning program, but every park has one thing in common. Each of them is a living symbol of the untamed American spirit.

Disc 2 - Acadia; Badlands; Big Bend; Black Canyon/Gunnison; Capitol Reef; Channel Islands; Death Valley; Dry Tortugas; Gates of the Arctic; Guadalupe Mountains; Hot Springs; Isle Royale; Joshua Tree; Katmai; Kenai Fjords; King's Canyon; Kobuk Valley; Lassen Volcanic; Mammoth Cave; Mesa Verde; Petrified Forest; Sequoia; Shenandoah; Theodore Roosevelt; Voyageurs; Wind Cave; Wrangell-St. Elias.

America's National Parks Collection – Vol. 3. Yellowstone: The World's First National Park, 2002. (145 mins) DVD 917.304 AME

Yellowstone - the first national park in the world and one of its greatest wildlife preserves. This immense forest sprawls across 2.2 million acres of land that features erupting geysers, thundering waterfalls, gurgling hot springs and incredibly diverse wildlife. A grizzly bear chases an elk in a life-or-death pursuit. An antelope doe chases a coyote away from her young. Bighorn sheep butt heads in angry combat. We also see the great fire of 1988, and how devastation gave way to new growth. Go on a guided tour with park rangers into the back country, or take a stagecoach ride into an early-morning cookout. Most of all, absorb the wondrous natural beauty that exists so abundantly in one of our most popular national parks.

America's National Parks Collection – Vol. 4. Grand Canyon: The World's Great Natural Wonder, 2002. (145 mins) DVD 917.304 AME

From soaring rock formations to the raging whitewater rapids of the Colorado River, marvel at the majesty of the grandest canyon on the planet! For an exhilarating experience, try whitewater rafting or take the slow and steady route on a pack-mule trip. Day trips to the Havasupai Indian Reservation, Lake Powell, and Zion National Park are also included. More than 2,000 years ago, the Anasazi Indians lived in this region. This program includes an exclusive segment on Shaman's Gallery, where many Anasazi rock paintings have been preserved. Theodore Roosevelt proclaimed the Grand Canyon a national park in 1908, saying "do nothing to mar its grandeur, keep it for your children, for your children's children, and all who come after you."

America's National Parks Collection – Vol. 5. Yosemite: The World's Most Spectacular Valley, 2002. (110 mins) DVD 917.304 AME

Admire the massive rock formations of Half-Dome and El Capitan, immortalized by the photography of Ansel Adams. Discover the wealth of flora and fauna in this amazing National Park.

America's National Parks Collection – Vol. 6. Nature's Symphony, 2002. (60 mins) DVD 917.304 AME

Enter an enthralling paradise of nature's most stunning spectacles and sounds of music by Tchaikovsky, Strauss, Mozart, Puccini, Mussorgsky, and other great composers. Travel wintry alpine lakes and roaring waterfalls to lush spring meadows with colorful flowers. It's all here, nature's own symphony.

Ansel Adams: American Experience, 2002. 100 mins. DVD 770.92 ADA

Few American artists have enjoyed more widespread popularity while alive than Ansel Adams. A visionary photographer, pioneer in technique, and environmental crusader, Adams took part in a revolution in photography, and in the ways he saw "the continuous beauty of the things that are." Ric Burns' film biography of Adams is an intimate portrait of a man for whom life and art were inextricably connected with photography and wilderness.

Back to the Basics : Communication Skills, 2005. (22 mins) DVD 658.45 BAC

Presentations, reports, video conferences, e-mail, telephone calls—more than ever, excellent communication skills are a prerequisite for entry into all sorts of careers. This video provides guidance in strengthening both verbal and nonverbal communication. The importance of carefully targeting the message to be conveyed, minimizing outside distractions, listening attentively, and developing an awareness of body language are stressed.

Back to the Basics : Conflict Resolution and Etiquette, 2005. (21 mins) DVD 658.45 BAC

The ability to defuse confrontation and arrive at a solution that is acceptable to everyone involved is a quality that all employers value. This video illustrates how to courteously resolve office conflicts by depersonalizing them, opening the lines of communication, and examining all options in order to come to an agreement. Brainstorming with coworkers is presented as a means of developing consensus.

Back to the Basics : Problem Solving, 2005. (18 mins) DVD 658.45 BAC

Problems are a natural part of the business world, so learning how to solve them efficiently is extremely important. This video demonstrates problem-solving skills for workers in wide range of occupations. Key elements of successful problem solving, such as staying focused, collecting all of the pertinent data, examining the situation from multiple perspectives, and knowing when to ask for assistance, are highlighted. In addition, role-play, active listening, and a positive attitude are offered as proactive measures to help reduce the frequency and severity of work-related problems.

Back to the Basics : Stress Management, 2005. (20 mins) DVD 658.45 BAC

Poor stress management, stemming from factors such as impending deadlines, work overload, and procrastination, can lead directly to burnout, one of the top reasons for quitting a job. This video identifies workplace stressors and offers guidelines for reducing their impact to a safe level. Proven principles of stress management, including proper nutrition, adequate rest, and non-work-related pastimes, are emphasized as keys to good health and better overall job performance.

Back to the Basics : Professional Image, 2005. (23 mins) DVD 658.45 BAC

The secret to presenting a professional image goes much deeper than external appearances. This video investigates not only the visible factors of proper attire and hygiene, but the issues of attitude, professional self-esteem, familiarity with technology, and knowledge of business trends as well. The image a person communicates through written correspondence and in after-hours settings is also addressed.

Best Kept Secrets of Law Enforcement, 2001. (51 mins) DVD 363.2 BES

Using realistic reenactments, crime scene and courtroom footage, and interviews with police personnel and research scientists, this program showcases 21st-century advances in law enforcement. On the technological side, an array of nonlethal weaponry, including the Laser Dazzler and the TASER, and a computer program that can analyze videotaped faces to determine if the people filmed were lying are featured. On the tactical side, high-tech training on virtual obstacle courses, techniques used in high-speed pursuits, and the application of neurolinguistics to determine if drivers who have been pulled over have something to hide are spotlighted.

Business Ethics, 2004. (28 mins) DVD 174.4 BUS

Is today's corporate culture, characterized by exorbitant CEO salaries, downsizing, and benefit reductions, alienating employers from employees? What moral obligations do companies have to the people who work for them, and to the communities they serve? In this program, a group of business experts examine these issues, and discuss how companies can do "the right thing" and still improve their bottom lines. Experts include the president and CEO of a large corporation, a senior fellow at the Brookings Institution, and a former executive committee member of Johnson & Johnson.

Business Ethics: A 21st-Century Perspective, 2000. (15 mins) DVD 174.4 BUS

The globalization of commerce has added new shades of gray to the complex subject of business ethics. In this program, Frank Daly, corporate ethics officer at Northrop Grumman; Thomas White, director of the Center for Ethics and Business at Loyola Marymount University; and David Vogel, of the Haas School of Business, analyze the challenges to making ethical choices in the Information Age. Issues raised include the need for multinationals to agree on a set of core international business values, the impact of ever-shrinking time frames on the decision-making process, and the necessity of secure data transmission.

Business Presentations, 2005. (15 mins) DVD 658.452 BUS

An oral presentation is a way for businesses to provide information to a group of people. The advantages of an oral presentation over a written one are discussed. The two parts of the presentation, the preparation and the delivery, are explored.

Changing Workplace: Technology and Globalization, 2004. (28 mins) DVD 331.25 CHA

This video focuses on how technology has changed work, and outlines basic concepts of how and where work can happen. Students are introduced to the principles of global business and the skills essential to stay employable in a global economy.

Cola Wars, 2004. (50 mins) DVD 658.827 COL

This program examines how brand identity is influenced by consumer perceptions through the struggle between Coca-Cola, icon of American culture, and rivals Qibla Cola and Mecca Cola for market share in Muslim locales. Qibla's Zafer Iqbal and Mecca's Tawfiq Mathlouthi tell the story of two opportunistic, politically correct Davids taking on a marketplace Goliath—and each other—while Coke executives share their plan for defense against a commercial threat that is as serious as it is unprecedented.

Commendable Customer Service (DVD -Rom + Teacher's Guide), 2004. (16 mins)

DVD 658.812 COM

Everyone talks about "customer service." What is it, and why is it so important? As the frontline employee, the customer service representative is the most valuable and visible person to the customers—the one they go to first for every type of information and assistance. In this program, viewers will see how to provide exceptional customer service with a smile, a professional appearance, and a positive attitude. It covers the basics—fielding questions, solving problems, cheerfully responding to customer requests—and much more. And because so much interaction takes place over the telephone, viewers will learn how to stay in control when dealing with demanding or rude customers, how to actively listen, and how to come up with solutions that satisfy.

Conflict Resolution, 2004. (28 mins) DVD 650.13 CON

Peaceful solutions to conflict are wonderful, in theory, but how do they work in the real world? Using actual case studies, this program examines conflict and conflict resolution on four different levels: global, community, workplace, and school. Applying a novel teaching approach, it features a pair of news desk anchors and four different reporters, each covering a specific conflict scenario. Topics include diplomacy, peaceful protest, and mediation.

Consumers: Know Your Rights! 2003. (17 mins) DVD 658.8 STA

When are telemarketers legally allowed to call you? Can you return an item if you bought it from a door-to-door salesman? In a retail store, over the phone, at home, or online you have specific rights as a consumer—it's in your best interest to know exactly what they are!

Presented in an engaging "news magazine" format, this program will provide students with an understanding of their rights as consumers and what expectations they should have when purchasing goods and services. Many important areas are explored, from how to interpret food labels to disclosure of your medical and financial information. Experts offer advice on how to deal with scams and fraud. A list of consumer advocate agencies and related Web sites is also provided for further reference.

Corporate Social Responsibility, 2004. (51 mins) DVD 174.4 COR

Corporate social responsibility is not a high-minded luxury when bad press puts a chokehold on business growth and profits. This program looks at how product and service providers develop and implement better business practices to satisfy shareholders, customers, employees, and the community. Companies such as Shell, DHL, Nike, and GlaxoSmithKline—placed on the hot seat by Greenpeace, the World Wildlife Fund, Oxfam, and other watchdog groups—explain how they dealt with environmental impact management, ethical supply chain management, equitable treatment of employees, proactive addressing of consumer disgruntlement, and accurate assessment of shareholder sentiment.

Customer Service by Telephone, 2005. (20 mins) DVD 658.812 CUS

This program offers some useful tools for using the telephone to communicate with customers, and it highlights some of the things customers find most irritating about phone communication: the unanswered phone, answering without identifying yourself, the customer kept on hold for what seems like forever, multiple transfers to other extensions or people, and so on.

English in America, 2004. (52 mins) DVD 420.9 ENG

When Massasoit hailed the Plymouth settlers in their own language, they might have taken it for a sign that English would dominate the New World. Packed with surprising etymologies and intriguing stories, this program traces the dynamic relationship between English and America, exploring the linguistic influence of westward expansion, cowboy culture, slave culture, and encounters with the French and Spanish languages. Key works examined include *The New England Primer* and Webster's *The American Spelling Book*.

Feeding the Beast: An Inside Look at the News Media, 2004. (22 mins) DVD 070.1 FEE

Keeping people informed 24/7 demands a never-ending stream of news items—each one filled with material to be edited, facts to be checked, and decisions to be made as the clock steadily ticks. This ABC News program takes an unvarnished look at the *Chicago Tribune*, ABC's *World News Tonight*, and WJLA, an ABC affiliate, providing insider insights into what goes on at America's newspapers and TV stations as they scramble to feed the beast.

First Impressions, 2005. (22 mins) DVD 395.52 FIR

A bad first impression is hard to shake...something Jason, Marita, and Chris are about to find out on their first day at work. This video will save your students from common workplace blunders by showing them how to present a polished appearance, use positive body language, and demonstrate a can-do work ethic. Donna Panko, a professional corporate image consultant, shares her knowledge while the Wall of Wasted Opportunities—an animated rogues' gallery of employees who blew their first impression—memorably drives the program's message home.

The Four P's, part 1: product and pricing, 2002. (16 mins.) DVD 658.8 STA

Product, price, place, and promotion are the nuts and bolts of the marketing plan, and apply equally to deodorant and action figures. After a quick overview of the Four P's, this program focuses on the first two: product and price. In part one, the classification of consumer products is divided up into convenience, shopping, and specialty products, while the product life cycle is tracked from introduction to decline. Part two spotlights pricing strategies—including skim, penetration, competitive, cost-based, and target-profit approaches—and price elasticity.

The Four p's, part 2 : place and promotion, 2002. (16 mins.) DVD 658.8 STA

This program concentrates on the final two of the Four P's: place, also known as distribution, and promotion. Part one covers distribution channels; horizontal and vertical channel conflict; and the use of corporate systems, administered systems, and contractual systems, such as franchises, to alleviate channel conflict. In part two, a pair of clones and other experts explain the objectives of promotion—to provide information, increase demand, stabilize sales, or accentuate a product's value—and detail the components of the promotional mix: advertising, public relations, direct marketing, and sponsorship.

Grammar for all: Learning English Grammar – The Parts of Speech, 2004. (93 mins)
DVD 428.24 ENG

Inside the White House, 1996. 90 mins.
DVD 975.3 INS

Step inside the imposing gates of the White House for a revealing visit to the most famous, yet mysterious building in America. Discover the human side of this legendary house in candid interviews with Presidents and First Ladies, and peek inside the families' rarely-seen private living quarters. Follow along as a small army of employees whirls behind the scenes in a frenzy of activity surrounding a major state dinner.

Job Interview, 2005. (15 mins) DVD 650.144 JOB

In this program, viewers will learn how to take the nervousness associated with a job interview and replace it with confidence. The importance of researching and preparing for an interview is stressed as well as the need for follow-up.

Keys to Success in Business, 2004. (30 mins) DVD 650.1 KEY

Starting a business is like learning a musical instrument—certain steps and practices are required, or you just make noise. This video shows aspiring entrepreneurs ten principles for creating a solid, profitable company. Developing a realistic plan, seeking guidance from experienced mentors, building rapport with suppliers, and maintaining client relationships are a few of the subjects covered. With in-depth interviews featuring young owner/managers of recent computer gaming and graphics start-ups, *Keys to Success in Business* provides specific advice on recognizing, enhancing, and fine-tuning company strengths, and on increasing harmony among partners.

Learn English as a Second Language: Pronouns, Adjectives, and the Present Tense, 2004.
(90 mins) DVD 428.24 ENG

Learn English as a Second Language: Prepositions, Questions, and Time, 2004. (90 mins)
DVD 428.24 ENG

Learn English as a Second Language: Possessives, Verb + Infinitive, and the Past, 2004.
(90 mins) DVD 428.24 ENG

Learn English as a Second Language: Regular & Irregular Past and Adverbs, 2004. (90 mins)
DVD 428.24 ENG

Learn English Punctuation 1, 2002. (60 mins) DVD 428.24 ENG

Learn public speaking, 2002. (60 mins) DVD 808.51 LEA

The Standard Deviants approach to teaching is anything but standard. By simplifying complex subjects and presenting the material with humorous skits, computer graphics and a fun, approachable format, the Standard Deviants make even the most difficult subjects enjoyable.

Learn Writing Basics, 2002. (135 mins) DVD 428.24 ENG

Managing Your Time, 2003. (18 mins) DVD 651.3741 MAN

Because office support personnel often work for several people, their time management responsibilities and problems are complicated. And because time is the future, finding a workable management scheme is a must. This program highlights the importance of time planning and provides details for developing a proactive time plan. This program also describes techniques for protecting the plan once it is established.

Marketing planning, 2002 (27 mins.) DVD 658.8 STA

True or false? "A good product will sell itself." In this program, a swashbuckling swordsman and other experts answer that question with a thorough summary of the marketing process—covering mission statements, business and marketing objectives, and market share—and the marketing plan, which addresses situational analysis and goals. The tools involved in creating a marketing plan are described as well, including the BCG matrix; strategic business units, with their stars, cash cows, question marks, and dogs; SWOT analysis; and trend analysis.

Marketing research and information, 2002. (10 mins.) DVD 658.8 STA

Who needs that product, anyway?" This program provides the inside scoop on how to gather consumer data. Sources of secondary information from the government—including the *Statistical Abstract of the United States* and materials obtained through FOIA requests—and from syndicates such as ACNielsen are considered. Methods of gathering primary information, such as focus groups, one-on-one interviews, surveys, and experiments, are also examined.

Mark Twain, 2002, 225 mins.

DVD 818.409 TWA

Samuel Clemens rose from a hardscrabble boyhood in the backwoods of Missouri to become, as Mark Twain, America's best-known and best-loved author. Considered in his time as the funniest man on earth, Twain was also an unflinching critic of human nature who used his humor to attack hypocrisy, greed and racism. He created some of the world's most memorable characters as well as its most quoted sayings. And, in his often-misunderstood novel 'Huckleberry Finn,' he brought fourth a masterpiece that Ernest Hemingway called the true beginning of American literature.

This remarkable film tells the story of Twain's extraordinary life—full of rollicking adventure, stupendous success and crushing defeat, hilarious comedy and almost unbearable tragedy. With fascinating interview of Hal Holbrook, Arthur Miller, William Styron and many others, the story is told primarily through the words of Twain himself.

Media Hype: When News Coverage Goes Too Far, 2004. (41 mins) DVD 070.195 MED

The Center for Media and Public Affairs reports that during the 1990s the homicide rate in the U.S. dropped 50 percent, yet homicide news coverage increased by an incredible 700 percent. In this program, the Center's Bob Lichter and the Threat Assessment Group's Greg McCrary join ABC News anchor John Stossel to examine some of the factors that contribute to the exaggeration of risks and dangers in the news media. Recent stories involving murder, shark attack, road rage, and carjacking are

cited as examples of reporting that was skewed by the overuse of frightening headlines and images, incomplete research, and the tacit rule "If it bleeds, it leads."

Negotiating, 2005. (15 mins) DVD 658.4052 NEG

In business, negotiation takes place every day. Negotiating occurs when two or more people are trying to get each other to do something. This program looks at the fundamentals of negotiation: identifying each person's goals; building a persuasive argument; creating win-win situations through creative compromise.

The Proliferation Threat, (60 mins) DVD 327.1747 PRO

An educational tool based on the world's premier conference addressing weapons of mass destruction. Ideal for professors, teachers, students, policy makers, and citizens who want to understand the threats from terrorism and weapons of mass destruction. Topics include nuclear terrorism, U.S. nuclear policy, Russia, Iran and North Korea, proliferation challenges of space and biotechnology, and much more

Report from the Harvard Business School: Leadership, 2004. (26 mins) DVD 658.4092 REP

Harvard Business School Professor John Kotter and other experts share their views on the topics of leadership, entrepreneurship, and employees. Kotter leads off the program by focusing on the qualities of leadership, as exemplified by Japanese CEO Matsushita, founder of the company that bears his name; General Electric's Jack Welch; and Walmart's Sam Walton. Emphasizing the importance of good leadership at all levels, Kotter distills leadership into its key elements: the ability to strategize, to inspire confidence and enthusiasm, and to motivate all workers. In addition, he provides a profile of the basic leadership personality.

Segmenting, targeting, and positioning, 2002. (14 mins.) DVD 658.8 STA

No product can be all things to all people—not even Wheelie Cheese. In this program, the principles of carving up a market are addressed. Topics under investigation include market characteristics such as demographics, lifestyle, usage level, geographic area, and benefits sought; the 80/20 Principle; undifferentiated, concentrated, and differentiated targeting strategies; and positioning strategies based on benefit, user, occasion of use, product class, price and quality, and competitor.

What is marketing, 2002. (15 mins.) DVD 658.8 STA

Is there a market for bacon-scented sun block? Yes—at least in theory. After explaining basic terminology such as needs, demands, and markets, this program outlines the three strategies for inducing potential customers to purchase merchandise—the product orientation, selling orientation, and marketing orientation—and defines the marketing concept, where product promotion is tailored to a target audience.